

comScore Media Metrix Ranks Top 50 U.S. Web Properties for November 2008

Retail Sites Gain as Holiday Shopping Season Kicks Off Coupon Sites Rise 32 Percent as Tough Economy Sends Americans Searching for Deals

RESTON, Va., Dec 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for November 2008 based on data from the comScore Media Metrix service. The official start to the holiday shopping season unleashed droves of Americans on retail sites, propelling several categories, including Toys, Consumer Electronics and Department Stores, to double-digit traffic gains in November.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

"The current economic situation has caused retailers to slash prices and offer highly attractive offers, such as free shipping, to appeal to cost-conscious Americans this holiday season," commented Jack Flanagan, executive vice president of comScore Media Metrix. "With budgets a top concern for consumers, the ability to conveniently search the Web to find the best prices has become an increasingly important part of the holiday shopping buying process, for both online and offline purchases."

Retail Category Traffic Soars as Holiday Shopping Season Gets Underway

Retailing dominated the top-gaining categories ranking for November as eager Americans went online in search of the holiday gifts and deals. Retail - Toys grew 24 percent to 31.3 million visitors during the month, led by Toysrus Sites with 15.4 million visitors (up 65 percent), Barbie with nearly 4 million visitors (up 15 percent), and KB Toys with 2.6 million visitors (up 119 percent).

Black Friday and Cyber Monday deals spurred growth at Retail - Department Stores, which soared 20 percent to 80 million visitors during November. Walmart.com captured the top position in the category with 44 million visitors, an increase of 50 percent from October. Target Corporation rose 26 percent to more than 39 million visitors, followed by JCPenney Sites with 18 million visitors (up 39 percent) and Sears.com with 16 million visitors (up 76 percent).

With hot electronic items like the Nintendo Wii, iPods and Garmin navigation systems appearing on holiday gift lists, the Retail - Consumer Electronics category increased 17 percent to 55.8 million visitors. BestBuy.com led the category with nearly 20 million visitors, a gain of 66 percent from the previous month. Circuit City Stores, Inc. followed in second with 15.4 million visitors (up 42 percent), while Walmart Electronics captured the #3 position, more than doubling to 9.5 million visitors.

Deal Hunting Fuels Traffic to Coupon Sites

Coupon sites ranked as the top-gaining category in November, surging 32 percent to 35.6 million visitors, as an uncertain economy and holiday deal searching led many Americans to seek coupons during the month. Eversave.com led the category with 8.6 million visitors (up 20 percent from the previous month). BlackFriday.info also saw strong gains, jumping nearly 1,500 percent to 5.5 million visitors in November, as eager shoppers planned their Black Friday purchases.

Top 50 Properties

Google Sites continued to lead as the most visited property in November with 147 million visitors, followed by Yahoo! Sites with nearly 144 million visitors and Microsoft Sites with 123.5 million visitors. The holiday shopping season caused several retailers to gain in the ranking including, Amazon Sites (up one spot to #8 with 63.5 million visitors), Wal-Mart (up seven spots to #15 with 47.4 million visitors) and Target Corporation (up six spots to #18 with more than 39 million visitors).

Top 50 Ad Focus Ranking

Platform-A led the November Ad Focus ranking reaching 91 percent of the 190.8 million Americans online. Yahoo! Network followed reaching 86 percent and Google Ad Network captured the third position reaching 84 percent of Americans online. Traffic Marketplace moved up two spots to the sixth position reaching 75 percent of online visitors, while MSN-Windows Live jumped four spots to #19 reaching 59 percent of Americans.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)

November 2008 vs. October 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Oct-08	Nov-08	% Change	
Total Internet : Total Audience	190,616	190,775	0	N/A
BLACKFRIDAY.INFO	348	5,516	1,486	209
SHOPLOCAL.COM	5,520	12,231	122	91
Best Buy Sites	12,736	22,740	79	40
Toysrus Sites	9,320	15,376	65	66
Sears Sites	15,460	24,500	58	35
Delta Airlines	3,771	5,872	56	197
The Mozilla Organization	13,946	20,192	45	45
Wal-Mart	33,038	47,373	43	15
PriceGrabber	3,560	5,101	43	230
Circuit City Stores, Inc.	10,819	15,378	42	65

* Ranking based on the top 250 properties in November 2008

TABLE 2

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)

November 2008 vs. October 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Oct-08	Nov-08	% Change
Total Internet : Total Audience	190,616	190,775	0
Coupons	27,101	35,649	32
Retail - Jewelry/Luxury Goods/Accessories	15,362	19,210	25
Retail - Toys	25,195	31,296	24
Retail - Mall	30,742	37,002	20
Retail - Department Stores	66,441	79,933	20
Retail - Consumer Electronics	47,788	55,786	17
Retail - Home Furnishings	39,852	44,965	13
Retail - Music	18,812	21,023	12
Online Gambling	14,588	16,132	11
Retail - Food	17,309	19,049	10

TABLE 3

comScore Top 50 Properties (U.S.)

November 2008

Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
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Total Internet :

	Total Audience	190,775				
1	Google Sites	146,941	26	Verizon Communications Corporation	28,459	
2	Yahoo! Sites	143,856	27	Superpages.com Network	27,893	
3	Microsoft Sites	123,537	28	Bank of America	25,875	
4	AOL LLC	108,785	29	Everyday Health	25,367	
5	Fox Interactive Media	89,000	30	AT&T, Inc.	24,958	
6	eBay	71,730	31	WordPress	24,780	
7	Ask Network	70,151	32	United Online, Inc	24,644	
8	Amazon Sites	63,470	33	Shopzilla.com Sites	24,618	
9	Wikimedia Foundation Sites	60,667	34	Weatherbug Property	24,579	
10	Glam Media	54,631	35	Sears Sites	24,500	
11	CBS Corporation	52,837	36	Gorilla Nation	24,371	
12	Turner Network	51,682	37	Answers.com Sites	23,469	
13	FACEBOOK.COM	50,511	38	Photobucket.com LLC	23,426	
14	Apple Inc.	48,995	39	Real.com Network	22,958	
15	Wal-Mart	47,373	40	Best Buy Sites	22,740	
16	New York Times Digital	47,372	41	Demand Media	22,537	
17	Viacom Digital	46,963	42	JPMorgan Chase Property	22,158	
18	Target Corporation	39,143	43	ESPN	21,678	
19	craigslist, inc.	35,666	44	Gannett Sites	21,272	
20	AT&T Interactive Network	35,552	45	The Mozilla Organization	20,192	
21	Adobe Sites	34,707	46	Monster Worldwide	20,142	
22	Weather Channel, The	32,385	47	iVillage.com: The Womens Network	19,808	
23	Comcast Corporation	32,013	48	WorldNow - ABC Owned Sites	18,571	
24	Time Warner - Excluding AOL	30,655	49	WebMD Health	18,270	
25	Disney Online	29,432	50	JCPenney Sites	18,079	

TABLE 4
comScore Ad Focus Ranking (U.S.)
November 2008
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	Total Internet :						
	Total Audience	190,775	100%				
1	Platform-A**	173,155	91%	26	Centro - Potential Reach	77,207	40%
2	Yahoo! Network**	164,535	86%	27	MYSFACE.COM*	75,328	39%
3	Google Ad Network**	159,387	84%	28	Undertone Networks**	75,027	39%
4	ValueClick Networks**	157,444	83%	29	Vibrant Media**	73,748	39%
5	Specific Media**	151,386	79%	30	NNN Total Newspapers: U.S.	73,231	38%
6	Traffic Marketplace**	142,510	75%	31	Ask Network	70,151	37%
7	Yahoo!	142,007	74%	32	Gorilla Nation Media - Potential Reach	67,972	36%

8	Tribal Fusion**	141,412	74%	33	IAC Ad Solutions - Potential Reach	65,098	34%
9	24/7 Real Media**	139,189	73%	34	Kontera**	60,982	32%
10	Google	138,870	73%	35	Pulse 360**	57,733	30%
11	Casale Media - MediaNet**	137,371	72%	36	MSN.COM Home Page	57,622	30%
12	Adconion Media Group**	136,625	72%	37	EBAY.COM	56,775	30%
13	Tremor Media - Potential Reach	134,949	71%	38	IB Local Network	55,438	29%
14	interCLICK**	128,033	67%	39	Glam Media	54,631	29%
15	Revenue Science**	126,600	66%	40	AMAZON.COM	54,223	28%
16	DRIVEpm**	123,082	65%	41	TattoMedia**	52,376	27%
17	Collective Media**	118,796	62%	42	NNN Top 25	50,836	27%
18	CPX Interactive**	115,129	60%	43	YuMe Video Network - Potential Reach	50,798	27%
19	MSN-Windows Live	111,610	59%	44	FACEBOOK.COM	50,511	26%
20	Turn, Inc**	111,227	58%	45	ITN Digital Networks - Potential Reach	48,554	25%
21	ADSDAQ by ContextWeb**	110,338	58%	46	Ybrant - Oridian - ADdynamix Network**	48,099	25%
22	AOL Media Network	108,785	57%	47	Business.com Network	46,487	24%
23	Burst Media**	105,989	56%	48	QuadrantONE - Potential Reach	44,482	23%
24	AdBrite**	88,203	46%	49	WALMART.COM	43,940	23%
25	YOUTUBE.COM	80,406	42%	50	Intergi - Potential Reach	43,406	23%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in November. For instance, Yahoo! was seen by 74 percent of the nearly 191 million Internet users in November.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

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